

**WHAT IS CLAIMED IS:**

1. A roadway marker comprising a base for mounting to a supporting surface and a lens having a rear surface secured to the base, the lens including at least one nighttime signal region with a plurality of retroreflective surfaces aligned for reflecting light from a headlight of a vehicle back toward the vehicle, at least one of the lens and the base being formed from a resin having a fluorescent material therein such that ambient light impinging on the fluorescent material causes photons to be emitted through the lens to define at least one daytime signal region of the lens.

2. The roadway marker of claim 1, wherein the lens includes a fluorescent material therein.

3. The roadway marker of claim 2, wherein the fluorescent material in the lens is a fluorescent orange colorant.

4. The roadway marker of claim 2, wherein the fluorescent material in the lens is a fluorescent yellow-green colorant.

5. The roadway marker of claim 2, wherein the fluorescent material in the lens is a fluorescent yellow colorant.

6. The roadway marker of claim 2, wherein the base includes a fluorescent colorant therein.

7. The roadway marker of claim 6, wherein the fluorescent colorant in the base is fluorescent orange.

8. The roadway marker of claim 6, wherein the fluorescent colorant in the base is fluorescent yellow-green.

9. The roadway marker of claim 6, wherein the fluorescent colorant in the base is fluorescent yellow.

10. The roadway marker of claim 1, wherein the base includes a fluorescent colorant therein.

11. The roadway marker of claim 10, wherein the fluorescent colorant in the base is fluorescent orange.

12. The roadway marker of claim 10, wherein the fluorescent colorant in the base is fluorescent yellow-green.

13. The roadway marker of claim 10, wherein the fluorescent colorant in the base is a fluorescent yellow.

14. The roadway marker of claim 1, wherein the retroreflective surfaces are on the rear surface of the lens.

15. The roadway marker of claim 1, wherein the daytime signal region is free of retroreflective surfaces.

16. The roadway marker of claim 1, wherein the at least one daytime signal region on the lens includes a plurality of energy directing ribs on the rear surface of the lens, the base including a plurality of grooves for receiving the energy directing ribs of the lens, the lens being ultrasonically welded to the base such that the energy directing ribs and the base define an integral matrix of resin material for securely holding the lens to the base.